



3 pgs.

RJ *J*
mjm

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May 2, 1997

TO: Dave Wilmesher

SUBJECT: *Sub-jobber Program*

Dear Dave:

Please find attached a presentation made to a sub-jobber by Philip Morris. As you can see, PM is concerned with their business and has started talking and developing programs for low-volume accounts.

Division Manager Fred DeLong has been working with this account for over 1.5 years building DPC and DAP program which has helped our share 4.4% from 12/95 through 12/96.

As usual, if you share this, please leave the name off to protect the account.

Thanks,

Jay

J. R. Loftin

JRL:des
Attachment

cc: F. DeLong
M. Jacques

*Turn APP's
RSM's
As you can
see with a
cooperative
sub-jobber
does make
sense*

51843 8107

ACCOUNT NAME:

LOU'S WHOLESALE

QUARTER/YEAR

4TH/1996

STORES REPORTED

1

TOTAL PREMIUM	45,018	11,854	8,999	112	19,838	300	
TOTAL DISCOUNT	985	1,333	3,743	0	15	240	
GRAND TOTAL	45,983	12,987	12,742	112	19,853	540	
SHARE	49.9%	14.1%	13.8%	0.1%	21.5%	0.6%	100.0%
TOTAL VOLUME ALL MANUFACTURERS	92,217	CPW	7094	PM CPW	3537		
TOTAL PREMIUM VOLUME ALL MANUFACTURERS	85,921	% OF BUSINESS	93.2%				
TOTAL DISCOUNT VOLUME ALL MANUFACTURERS	6,296	% OF BUSINESS	6.8%				

QUARTER/YEAR

4TH/1995

STORES REPORTED

1

TOTAL PREMIUM	20,525	3,486	3,470	218	7,921	5	
TOTAL DISCOUNT	159	115	1,118	0	6	0	
GRAND TOTAL	20,684	3,601	4,588	218	7,927	5	
SHARE	55.8%	9.7%	12.4%	0.6%	21.4%	0.0%	100.0%
TOTAL VOLUME ALL MANUFACTURERS	37,023		CPW	2546		PM CPW	1591
TOTAL PREMIUM VOLUME ALL MANUFACTURERS	35,625		% OF BUSINESS	96.2%			
TOTAL DISCOUNT VOLUME ALL MANUFACTURERS	1,398		% OF BUSINESS	3.8%			

8018 84815

QUARTERLY CPW COMPARISON

CARTONS PER WEEK: INCREASE/DECLINE	4,248	SHARE CHANGE
PM CARTONS PER WEEK: INCREASE/DECLINE	1948	INCREASE/DECLINE -6.0%
RJR CARTONS PER WEEK: INCREASE/DECLINE	722	INCREASE/DECLINE 4.4%
BAW CARTONS PER WEEK: INCREASE/DECLINE	627	INCREASE/DECLINE 1.4%
LIG CARTONS PER WEEK: INCREASE/DECLINE	-8	INCREASE/DECLINE -0.5%
LOR CARTONS PER WEEK: INCREASE/DECLINE	917	INCREASE/DECLINE 0.1%
OTHER CARTONS PER WEEK: INCREASE/DECLINE	41	INCREASE/DECLINE 0.1%
PREMIUM VOLUME CPW: INCREASE/DECLINE	3889	
DISCOUNT VOLUME CPW: INCREASE/DECLINE	377	

COMMENTS:

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